



RIBBON CUTTING AT GREAT DANE — The Great Dane Trailers, Inc., plant at Brazil in Clay County was officially opened Tuesday with a ribbon cutting ceremony. The plant has been operating in the community for well over one year and will reach full capacity by mid-1977. The facility represents more than an \$8 million investment in the area. Pictured at the ribbon cutting are G. Russell Moir, chairman of Transway International Corp. (which owns Great Dane); C.F. Hammond Jr., Great Dane chairman; Brazil Mayor Norval Pickett; Fred Mote, local plant manager; Brooke Reeve Jr., Great Dane president; and Harvey Granger Jr., Great Dane vice president in charge of manufacturing. House of Photography Photo

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Great Dane Expansion Set

Industries ~~IND~~

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S MAR 3 1977

By RAY CRONIN JR.

Star Valley Editor

BRAZIL, Ind. (Special) — Great Dane Corporation announced Wednesday its Brazil plant will be nearly doubled in size with an \$8 million addition slated to begin this spring.

The new facility, to be completed by late next year, will be constructed at the plant site onto its 200,000 square foot present facility east of Brazil, according to plant manager Fred Mote.

The new 165,000 square foot building will be used to produce refrigerated van semitrailers by Great Dane.

The company built its original \$8 million plant to produce regular dry freight vans here. It has been obtaining options and buying land in the vicinity for the expansion announced Wednesday at a press conference at the plant site.

Approximately 225 full time employees now turn out 11 vans per day at the plant with a capacity to produce 16 semitrailers for over-the-road use. The new facility will provide an additional 200 jobs at peak output.

Lathrop Co., Toledo, Ohio, will be the general contractor for the addition.

Capacity at the plant will not take place for some time, according to Mote, just as happened when the plant was originally built. Production of peak capacity now, 16 dry vans, would require about 75 additional employees. When the expanded facility starts production with a separate production line, output will begin at a low rate, gradually rising to peak.



GREAT DANE EXPANSION REVEALED—Brazil Mayor Norval Pickett Jr., left, looks over the plans held by Great Dane plant manager Fred Mote of expansion of the Brazil trailer-manufacturing facility. Mote announced Wednesday at the Brazil plant site the Great Dane Corp. will nearly double its capacity with an \$8 million expansion set to begin this spring.

(Star Photo: Kadel)

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Great Dane expansion:

- \$15 million expansion
- 100 new jobs
- 71,000-square-foot building addition

Dane expanding Brazil plant

T - NOV 18 1983

By Joe Baker

Tribune-Star Staff Reporter

BRAZIL — Great Dane Trailers Inc. will undergo a \$15 million expansion of trailer manufacturing operations, creating 100 jobs by the end of 1984, officials of its parent company, Transway International Corp., announced Thursday.

A loosening of federal rules regulating truck size, coupled with an improved economy, prompted the decision to expand, plant manager Bob Lucas said. An additional 100 jobs will increase Great Dane's workforce to more than 700 persons.

Construction will begin within two weeks on a 71,000-square-foot addition to the Brazil plant, a new 40,000-

square-foot facility for producing trailer panels for refrigerated trailers and another addition to the Brazil plant for refrigerated-trailer assembly.

Production on the new line is expected to start in late 1984.

Increased production capacity will enable Great Dane to produce 38 dry-freight and refrigerated trailers, 11 more than can be produced now, Lucas said.

Lucas said increased market demand, resulting in a growing backlog of orders despite operating at full production in its manufacturing operation, necessitated the expansion.

Company officials, in a prepared statement, said new federal laws permitting longer and wider trailers,

as well as 28-foot doubles that operate in tandem, have spurred buying and contributed to a substantial increase in the number of Great Dane units sold.

The Brazil plant opened in 1975 to manufacture dry-freight trailers, and was doubled in size in 1978 to manufacture refrigerated trailers.

Transway is a diversified transportation and distribution company based in Savannah, Ga.

In addition to trailer manufacturing, Transway has extensive domestic and overseas operations that include freight forwarding, marine transportation, and the marketing, distribution and transportation of liquified petroleum gas.

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Good year for Great Dane

Brazil manufacturer sets production record in 1986, hopes for repeat in '87

T. MAR 15 1987

By Kimberly McAllister
Tribune-Star Correspondent

BRAZIL — Great Dane Trailers Inc. in Brazil, manufacturer of dry freight and refrigerated semi tractor trailers, had a record year for production in 1986 and is looking forward to the same in 1987.

Assistant plant manager John Flatham said Great Dane produced 9,864 trailers in 1986.

"We had a record year last year on production of dry freight and reefer trailers and we're looking forward to a record year this year because of the addition of the second shift on the large order line," Flatham said.

The valley's business

Employees work one eight-hour shift in all departments except for the large order line, Flatham said.

The large order line plant was added so that the growing company could produce orders of 50 or more trailers efficiently, and is part of the company's completed expansion, Flatham said.

Great Dane also added a fiberglass reinforced plywood plant so that the company can make its own fiberglass plywood panels to fit in the sides of the trailers, instead of ordering them from another company, Flatham said.

With the addition of the two extra plants to the existing base plant, which just handles dry and refrigerator trailers, Great Dane now has over 900 employees, a far cry from the 45 the plant began with in the fall of 1975, Flatham said.

Great Dane, a subsidiary of International Controls Corp. in Boca Raton, Fla., specializes in custom made trailers for smaller businesses and private owner operators, Flatham said.

"We build very few trailers for stock. Mainly, they're already sold. They're invoiced to the customers and then they come and pick them up," he said.

Most trailer manufacturers build their businesses on the bigger fleet. Great Dane builds its business on the smaller owner operators because those people are hurt less when business drops off in the trucking industry,

Flatham said.

The small businessman has less trailers to fill with freight before he needs to buy more, as opposed to the bigger businesses that have to sometimes wait for the freight to fill a fleet, Flatham said.

The average cost at which Great Dane sells a dry goods trailer is close to \$15,000. The average price for a refrigerated trailer is anywhere from \$20,000 to \$45,000.

Although, the plant's profits dropped slightly in 1986 because competition in the trailer industry was stiff, wages weren't cut, Flatham said. "We looked to do things more efficiently. That's basically all we did," he said.

Wages have increased annually since Great Dane opened, Flatham said. "We do wage survey studies of the surrounding areas to make sure we're competitive with other trailer companies."

Also employees have a benefit package that includes hospitalization, major medical, retirement, and recently added dental insurance, Flatham said.

Employees also get paid for 10 holidays and two weeks of vacation for the first year, with the addition of more weeks vacation the longer they work for the company, Flatham said.

"There's a tendency here that whenever people join Great Dane, they stay. We have continually handed out 10-, 20-, 25-year service award pins at banquets at our other plants," Flatham

said.

The company also sponsors bowling, basketball, volleyball, tennis and racquetball teams, and golf scrambles besides honoring participants with two sports banquets per year, Flatham said.

In addition, a company picnic is held every year for employees and their families, Flatham said.

"We try, and we have treated them [employees] right," Flatham said.

The company, he said, is closing in on 4 million man hours without an accident.

"Every 250,000 hours, we have free coffee and doughnuts for the employees. When we got to 3 million, we gave our employees certificates for a dinner for two at the Waterwheel Restaurant. At 2 million hours, we had a barbecue dinner," he said.

The average age of a Great Dane employee is 28-years-old and the turnover rate is low.

Great Dane is looking to another good year with production at maximum capacity in 1987, Flatham said.

"We're already sold out on refrigerator trailers through August and freight trailers into July," Flatham said.

In the past three years, the plant has increased its production from 7,000 to almost 10,000 trailers a year. "Four or five years ago, we were fifth in total number of trailers produced. Now we're a strong second," Flatham said.

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